

## *Founders Advice*

# **HOW TO FIND THE RIGHT MENTORS IN THE EARLY STAGES OF A STARTUP?**

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Try and find mentors who help your organization fill **capability gaps**.

First, identify what those gaps are.

Leverage platforms such as  
**LinkedIn** to identify and reach  
out to the right mentor profiles.

Never give away equity in your company to organizations just for access to their mentor pool.

This is almost always a waste of your precious equity. Look for individuals who are aligned with your vision.

Once you have identified the right mentors, it's important to set goals and expectations and have a **monetary (equity or cash) relationship.**